757 WW

757 Web Works

WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 3 OF 4

Pricing: Business sites

Sites of up to 12 pages with email, scheduling and advertising: the package, add-ons, care plans and change fees, billing, and how to pause, cancel or move on.

1 · Getting Started
Accounts, domain and our invitation

2 · Working Together
Your brief, content, reviews and changes

3 · Pricing
Your site size: package, care and fees

4 · Project Brief
The fill-in questionnaire

(757) 270-6061 · helloworld@757webworks.com · 757webworks.com

Rev 3 · October 2026

PART 3 · PRICING FOR BUSINESS SITES

Clear prices, no surprises

This brochure is for **Business sites**: up to 12 pages. Fixed prices for the build and for every change, optional monthly care, and no hosting markups: you pay providers like Cloudflare directly, at their price. Your proposal confirms the exact price for your project.

Three sizes of website

We price by size, because a larger site takes more work to build, change and look after. This brochure covers the highlighted size; ask us for either of the others.

	LAUNCH	BUSINESS	GROWTH
Price	$625	**$1,600**	$2,900 Systems from $3,500
Pages	1 page	**Up to 12 pages**	Up to 12 pages
Contact or quote form	Add-on	**Included**	Included
Business email setup	Add-on	**Included**	Included
Online scheduling	Add-on	**Included**	Included
Advertising starter	Add-on	**Included**	Included
Payments for your customers	Add-on	**Add-on**	Included
One more feature	–	**–**	Included
Portals, stores, registration	–	**–**	Systems modules
Care plans	from $25 a month	**from $40 a month**	from $60 a month
Small change request	$40	**$50**	$60
Typical timeline	1 to 2 weeks	**4 to 6 weeks**	5 to 8 weeks

Every site includes

- **Custom code**, with no page builder and no platform fees
- **Built for phones first**, and tested on real devices

- **Fast:** we aim for Google Lighthouse scores of 90 to 100
- **Accessible:** designed and tested to WCAG 2.2 level AA
- **Secure:** strict security settings, and spam protection on every form
- **Search basics:** titles, descriptions, a sitemap and business details search engines read
- **Visitor counts without cookies**, and a plain privacy page
- **Your accounts,** your domain, and a handover guide
- **A private preview** with a review page for your notes
- **A 30-day launch warranty** on everything we build

Your package

Business

The complete small-business site: pages, email, scheduling and a strong start in advertising.

$1,600 one time

4 TO 6 WEEKS

- Up to 12 pages, with a contact or quote form
- Business email on your domain, set up so it reaches inboxes
- Online scheduling: your booking calendar, connected and styled
- Advertising starter: Google Business Profile, launch graphics for Facebook, Instagram and LinkedIn, and pages ready for ads
- Light editing, search basics, two rounds of review

Times run from the day we have your accounts and content. Email, scheduling, payment and advertising services charge their own fees, paid by you to them (see Costs you pay directly). Want to take payments or add a feature later? Move up to Growth at any time by paying the difference between the two packages.

Add-ons for Business sites

Add any of these to your package, now or later.

ADD-ON	PRICE
Extra page Each, beyond your package	$150
Online payments For a Launch or Business site (included in Growth): pay in full and deposits, through Stripe or Square	$175
Events or news page You send the details; we post them	$225
Ad campaign setup One Google or Meta campaign with conversion tracking; ad spend is paid by you to Google or Meta	$300

ADD-ON	PRICE
Copywriting Per page; we write it from a short interview	$125
Second language Per page to build; translation by you or a professional translator, at cost	$75
Site migration Per page, from Squarespace, Wix or WordPress, keeping your look (minimum of 6 pages)	$125
Brand basics Your existing logo redrawn as clean vector files, a color palette, fonts and a share image (not a new logo design)	$250
Business cards and share card Print-ready files in your brand	$75
Rush schedule Of the build price, to launch in about half the usual time	35%

Monthly care plans for Business sites

Optional, month to month, and you can cancel any time. A plan keeps your site secure and current, and gets your changes done quickly. Allowances are counted in **small change requests**: up to three quick edits (text, a photo, hours, prices or a link) on one page, sent together. Unused requests carry over one month, then expire.

Prepay and save: pay for a year upfront and save **15%**, or two years and save **20%**. Prepaid plans are not refundable, with two exceptions: if **we** end your plan or cannot provide it, we refund every unused full month; and if you sell your business, the plan moves to the new owner.

Essential

Keep it safe, current and working.

$40 a month

3 SMALL CHANGE REQUESTS A MONTH

- Uptime and form monitoring
- Monthly checks: links, forms, security settings, renewals
- Updates and security fixes, with full version history
- Changes done within three business days

Prepay a year: **$408** (save 15%)
Prepay two years: **$768** (save 20%)

Standard

MOST CHOSEN

For sites that change with the seasons.

$75 a month

8 SMALL CHANGE REQUESTS, OR 2 NEW SECTIONS, A MONTH

- Everything in Essential
- Seasonal updates: hours, specials, events
- A speed and accessibility check each quarter
- Changes done within two business days

Prepay a year: **$765** (save 15%)
Prepay two years: **$1,440** (save 20%)

Priority

For sites your business runs on.

$150 a month

20 SMALL CHANGE REQUESTS, OR 1 NEW PAGE AND 2 NEW SECTIONS, A MONTH

- Everything in Standard
- Same-business-day response to urgent problems
- A monthly report and a 30-minute call
- First place in the schedule for new work

Prepay a year: **$1,530** (save 15%)
Prepay two years: **$2,880** (save 20%)

Changes without a plan

No plan? Every change has a fixed price, so you know the cost before you ask. There is no hourly billing.

CHANGE	PRICE
Small change request Up to three quick edits (text, a photo, hours, prices or a link) on one page, sent together	$50
New section on a page A new block of text and images on an existing page	$100
New page The same as the Extra page add-on	$150
Extra review round During a build, beyond the two included	$100
Anything bigger A fixed price in writing before we start	Quoted

Need it fast? Ask for rush, and we finish the change within 2 business days of your request, for 35% more. Care-plan clients use their monthly allowance first, and always get first place in the schedule.

Costs you pay directly

These go straight to the provider, on your card, in your name. **We never mark them up or resell them.** For many small businesses the only one is the domain, about $11 a year.

WHAT	TYPICAL COST, PAID BY YOU TO THE PROVIDER
Your domain name (.com) Cloudflare Registrar sells at cost with no markup; renews automatically	About $11 a year
Hosting on Cloudflare The Workers Free plan; $5 a month (Workers Paid) for systems, or if your site outgrows it, only after you approve	$0 for most sites
Business email Google Workspace or Microsoft 365 on a yearly plan; or free forwarding to an inbox you already have	About $7 per person a month
Advertising Paid by you directly to Google or Meta; you set and control the spend	Your budget
Tools you choose Scheduling, newsletter or AI services, many with free plans, billed to you by the provider	Their own price

How billing works

Your quote	Your proposal is good for 30 days. Once signed, your price is locked for the work in it.
Projects under $2,500	**50% deposit** to book your start date; the balance on your written approval, before the site goes live.
Projects of $2,500 or more	**40%** deposit, **30%** when you approve the design on the preview, and **30%** on approval for launch.
Or the payment plan	For projects of $1,000 or more: **25% deposit**, then the rest in equal monthly payments, no interest and no fees (see below).
Invoices	Due within 15 days, by bank transfer (ACH), card or check. The deposit is due on signing.
Care plans	Billed monthly in advance by automatic card or bank payment, or prepaid for one or two years.

Late payments	We send a friendly reminder, then pause new work on accounts more than 15 days overdue. **We never take your site offline** over a bill: it lives in your account, not ours.
Changes to scope	Anything not in your proposal gets a written change order with its fixed price and schedule effect, before we start.

Spread the cost, and let referrals pay it down

The payment plan

- For any project of $1,000 or more.
- **25% deposit** to book your start date.
- The rest in **3 equal monthly payments** after launch, or **6** for projects of $2,500 or more.
- By automatic card or bank payment. **No interest, no fees,** and you can pay it off early at any time.
- The site's code becomes yours with the final payment, as with any project.

Referral credits

- Send us a client who signs a project, and we credit you **10% of their build price**, at least $50.
- Credits pay down **payment-plan installments**, care plans or new work. Refer enough, and your monthly payments can reach $0.
- Credits stack, and never expire while you have a project, plan or payment plan with us. They are not paid out in cash.

Pausing, cancelling and moving on

You should never feel stuck with a web company. Here is exactly how to stop, at any stage.

Pausing a project

Life happens. Tell us, and we pause your project for up to 60 days at no cost. If we hear nothing for 60 days, we close the project and invoice the stage it reached; restarting later is just a new start date.

Cancelling a care plan

Monthly plans: email us any time, and your plan ends at the close of the month you have paid for. No cancellation fee and no notice period. Prepaid plans run to the end of their term (see Monthly care plans).

Cancelling a project before work starts

Within 3 business days of signing, and before your kickoff, we refund your deposit in full. After that it holds your place in our schedule and is not refunded, but we apply it to any project that starts within six months.

Cancelling a project during the build

Tell us in writing. What is due depends on the stage reached: before you approve the design, the deposit covers it; after the design is approved, 60% of the project price; once the full preview is delivered, 85%. Payments already made count toward it, and you receive everything built so far.

Moving on: how we hand over

1. **Tell us by email.** No reason needed.
2. **Final invoice:** only for work done and not yet paid, including any payment-plan balance.
3. **Handover within 10 business days** of that payment: your site's complete source code (a download, or a transfer to your own GitHub account), the list of every service and setting, your files, and an up-to-date handover guide any developer can follow.
4. **Remove our access.** In Cloudflare: `Members` › `...` › `Remove member`, or we remove ourselves. We revoke any keys we created and confirm in writing.
5. **We delete your copies** of files and any visitor data within 30 days, keeping only the business records the law requires, such as invoices.
6. **Our footer credit** ("Website by 757 Web Works") comes off on request, free of charge.

> **What you keep, always**
>
> Your domain, your Cloudflare account, your website, your text and photos, and your data. Your site keeps running the day we part ways, and any developer can take it over.

Ways to save

Community rate

15% off build prices for registered nonprofits, youth sports programs and school groups.

Prepaid care

15% off for a year upfront, **20% off** for two years.

Referral credits

10% of each referred client's build price, toward anything you owe us.

All three combine: a community-rate client can also prepay care and earn referral credits.

Questions clients ask

Do I need a care plan?

No. Every change also has a fixed price. A plan makes sense if your site changes every month, or if you want someone watching it for you.

Can I edit the site myself?

Most clients send changes to us, which keeps the site fast and unbroken. If you would like to post your own news, events or menus, ask about a simple editing setup for those parts.

Who owns the website?

You do, once it is paid in full: the design, the text, the photos and the code written for you. We keep the right to reuse our general tools, and you get a permanent, free licence to them. We may show your site in our portfolio; just tell us if you would rather we didn't.

What happens if 757 Web Works closes?

Nothing breaks. Your site, domain and account are yours, and the handover guide lets any developer pick up where we left off. Any unused prepaid care months are refunded.

Do you run advertising?

Business and Growth sites include an advertising starter: your Google Business Profile, launch graphics for social media, and pages ready for ads. We can also set up a Google or Meta campaign for you (see Add-ons). Your ad budget is paid by you to Google or Meta, and you stay in control of it. We do not manage ongoing ad spend; we are glad to recommend people who do.

Do you offer engineering services?

No. 757 Web Works designs and builds websites only.

This brochure summarizes our standard terms. Your signed proposal and Website Services Agreement govern your project, and they win if anything here differs. Prices are effective October 2026 and may change for new proposals; a signed proposal locks its price. Third-party prices are typical and set by those providers. Advertising results are not guaranteed. Accessibility work is designed and tested to WCAG 2.2 level AA; it is not a guarantee of legal compliance. 757 Web Works, LLC, Newport News, Virginia · (757) 270-6061 · helloworld@757webworks.com · 757webworks.com. Website design and development only; no engineering services are offered.